

**STATE OF CALIFORNIA  
ENVIRONMENTAL PROTECTION AGENCY**



**USED OIL  
OPPORTUNITY GRANT  
(7th CYCLE) FOR FISCAL YEAR 2003/04  
APPLICATION INSTRUCTIONS**

**Applications must be received (or postmarked)  
by 4:00 PM September 5, 2003**

Hand delivery is acceptable.  
Faxed or E-mailed applications will not be accepted.

California Integrated Waste Management Board  
Attn: Phillip Poon, Grants Administration Unit (UOG7)  
1001 "I" Street, MS-10,  
P.O. Box 4025  
Sacramento, CA 95812-4025  
(916) 341-6643

## GRANT APPLICATION SUBMITTAL CHECKLIST

- ☐ Application Cover Sheet (Attachment 1)
- ☐ Table of Contents
- ☐ Resolution(s) (Attachments 2-a and 2-b); and, if applicable, Letter(s) of Authorization (Attachment 8)
- ☐ Proposal Narrative (not to exceed 15 pages, exclusive of the required Attachments)
  - ◆ Section 1: Need
  - ◆ Section 2: Priority Program and Applicant Criteria (if applicable)
  - ◆ Section 3: Goals and Objectives
  - ◆ Section 4: Work Plan
  - ◆ Section 5: Evaluation
  - ◆ Section 6: Budget
  - ◆ Section 7: Letters of Support & Experience
  - ◆ Section 8: Recycled-Content Purchasing Policy or Directive
- ☐ Attachments
  - Work Plan Form (Attachment 3 or reasonable facsimile)
  - Budget Itemization (Attachment 4)
  - Summary of Used Oil and HHW Grants (Attachment 5 or reasonable facsimile)
  - Recycled Content Purchasing Evaluation Sheet (Attachment 6 )
  - Permit Check List (Attachment 7)
- ☐ **One original and three copies** of the application must be mailed, or delivered to:

California Integrated Waste Management Board  
Attn: Philip Poon, Grants Administration Unit (UOG7)  
1001 "I" Street, MS-10  
P.O. Box 4025  
Sacramento, CA 95812-4025

**Copies:** Identify the original application with a mark or stamp indicating "original" and mark or stamp the copies, "copy." Copies must be free of distortion and easy to read.

**Font:** 12 point or larger font.

**Paper:** 8 ½ x 11" recycled-content paper, double sided and numbered consecutively.

**Stapled, not bound:** upper left-hand corner

**Delivery/Submission:** Applications must be received at the above address (or postmarked) **by 4:00 PM on September 5, 2003**

- Faxed or E-mailed applications will not be accepted.
- Hand delivery is acceptable.

### Questions???: Contact

**Alan White** at [awhite@ciwmb.ca.gov](mailto:awhite@ciwmb.ca.gov) or (916) 341-6463

**Jeffrey Lin** at [jlin@ciwmb.ca.gov](mailto:jlin@ciwmb.ca.gov) or (916) 341-6461

▪ **Question and Answer Period**

Questions about the Used Oil Opportunity Grant (7<sup>th</sup> Cycle) for FY 2003/04 application may be submitted in writing from June 26, 2003 through July 28, 2003 to Alan White by e-mail to [awhite@ciwmb.ca.gov](mailto:awhite@ciwmb.ca.gov) or sent by mail to:

California Integrated Waste Management Board  
Attn: Alan White  
Used Oil and HHW Grants  
1001 I Street, MS-21  
P.O. Box 4025  
Sacramento, CA 95812-4025

Staff will use the questions submitted to develop a question and answer sheet on or about August 1, 2003. Responses will be posted on the California Integrated Waste Management Board's (CIWMB) Grants website [www.ciwmb.ca.gov/HHW/Grants](http://www.ciwmb.ca.gov/HHW/Grants) and after posting will be mailed out upon request. To the extent possible, similar questions will be grouped together. Please note that no project specific questions will be answered.

**IMPORTANT GRANT DATES**

<b>TENTATIVE DATES</b>	<b>ACTIVITY</b>
June 26, 2003 - September 5, 2003	Application period
June 26, 2003 – July 28, 2003	Question and Answer Period
August 1, 2003	Questions and Answers Posted on CIWMB Website
<b>September 5, 2003 (by 4:00 PM)</b> <b>This date is not subject to change.</b>	<b>Deadline for Application postmark or <u>receipt by CIWMB</u>.</b>
September 23, 2003 – October 22, 2003	Panels review applications and prepare recommendations
November 4, 2003	Special Waste Committee considers Grant Award recommendations
November 18 – 19, 2003	CIWMB awards Grants
Late November, 2003	Grant Agreements mailed to Grantees for signature
December 1, 2003	Grant term begins
April 1, 2005	Mid-term Report Due
March 31, 2006	Grant term ends
May 1, 2006	Final Report and Payment Request Due

# TABLE OF CONTENTS

<b>I.</b>	<b>GRANT SUMMARY AND GUIDELINES</b>	<b>1</b>
	Background.....	1
	Application Eligibility.....	1
	Funding Available.....	1
	Grant Term.....	1
	Eligible Activities.....	1
	High Priority Program Activities.....	2
	Community-Based Social Marketing.....	2
	Eligible Costs.....	3
	Ineligible Costs.....	3
<b>II.</b>	<b>GRANT APPLICATION REVIEW AND AWARD PROCESS</b>	<b>4</b>
	Application Review.....	4
	Partial Funding of Proposals.....	5
	CIWMB Award of Grants.....	5
	CIWMB Payment for Grant Expenditures.....	5
<b>III.</b>	<b>APPLICATION INSTRUCTIONS</b>	<b>5</b>
	Overview.....	5
	Cover Sheet.....	6
	Table of Contents.....	6
	Resolution.....	6
	Proposal Narrative.....	8
	Section 1: Need.....	8
	Section 2: Priority Program and Applicant Criteria.....	10
	Section 3: Goals and Objectives.....	12
	Section 4: Work Plan.....	13
	Section 5: Evaluation.....	14
	Section 6: Budget.....	15
	Section 7: Application Completeness, Letters of Support, Experience, Etc....	17
	Section 8: Recycled-Content Purchasing Policy Evaluation.....	17
<b>IV.</b>	<b>GRANT ADMINISTRATION</b>	<b>18</b>
	Exhibit A                      Terms & Conditions	
	Exhibit B                      Procedures & Requirements	
<b>V.</b>	<b>ATTACHMENTS</b>	
	Attachment 1                      Cover Sheet	
	Attachment 2-a & b              Sample Resolutions	
	Attachment 3                      Sample Work Plan Form	
	Attachment 4                      Sample Budget Itemization	
	Attachment 5                      Sample Summary of Used Oil and HHW Grants	
	Attachment 6                      Recycled Content Purchasing Evaluation Sheet	
	Attachment 7                      Permit Checklist	
	Attachment 8                      Sample Letter of Authorization	
	Attachment 9                      CIWMB Grant Scoring Criteria	

# USED OIL OPPORTUNITY GRANT FY 2003/04

## I. GRANT SUMMARY AND GUIDELINES

### ■ BACKGROUND

Public Resources Code (PRC) Section 48632(a) authorizes the California Integrated Waste Management Board (CIWMB or Board) to award Grants to local government agencies for programs that provide used oil collection opportunities as an alternative to the illegal disposal of used oil. Opportunity Grants are awarded on a competitive basis for the establishment of new programs and expansion of existing programs that address the proper management of used oil. The Used Oil Opportunity Grant (OG) provides funds in addition to those available through the noncompetitive Used Oil Recycling Block Grant.

### ■ APPLICANT ELIGIBILITY

Cities, counties, and local agencies either individually, or as a regional group.

- ◆ Commercial businesses, not-for-profit groups and Native American tribes *may partner* with eligible applicants through contracting agreements. (They are not eligible to apply directly.)
- ◆ Only one application may be submitted by a jurisdiction. *If you apply as part of a regional group, you cannot submit an individual application.*
- ◆ Applicants that did not receive a grant award during the last OG Grant Cycle – (OG6) (FY 2001-2002) will receive additional points.

### ■ FUNDING AVAILABLE

Approximately three million, five hundred thousand dollars (\$3,500,000) is available pending approval of the California State Budget. The Board reserves the right to not award any or only a portion of the funds subject to funding availability.

The maximum award is \$300,000 per individual application and \$700,000 per regional application.

### ■ GRANT TERM

The anticipated term of the Grant is from December 1, 2003 through March 31, 2006. All costs must be incurred during the Grant Term.

### ■ ELIGIBLE ACTIVITIES

Grant funds must be used to establish or expand used oil programs that provide permanent collection opportunities and effective publicity campaigns. Proposed activities should complement existing local and regional used oil management programs.

The following are considered **eligible** activities

- Construction of a Permanent Household Hazardous Waste Collection Facility (PHHWCF) including used oil collection tanks and required fire suppression equipment, oil related equipment and supplies **as long as used oil is accepted**.
- Set up and operation of temporary facilities for one-day or multi-day events **as long as used oil is accepted**.
- Construction of a permanent Antifreeze, Battery, Oil, and Paint (ABOP) facility.
- Oil bottle container recycling programs including collection, transportation, processing, and purchasing of equipment for this purpose.
- Agricultural or airport oil projects that support use of re-refined oil increasing availability of re-refined oil, used oil collection, used oil recycling, and/or pollution prevention programs.
- Publicity and educational activities that support used oil collection, recycling, used of re-refined oil, and/or pollution prevention programs.
- Stormwater and marina programs including bilge pump out units, watershed dioramas, and storm drain inlet filter devices.

**NOTE:** *Stormwater pollution prevention programs can only be funded if the applicant (and all participants for a regional application) has a Stormwater Management Program in place that is approved by their Regional Water Quality Control Board (RWQCB). Approval by the RWQCB can be certified by the applicant in the form of a letter signed by the signature authority, or included in the Resolution.*

#### ■ **HIGH PRIORITY PROGRAM ACTIVITIES**

You will note in the scoring criteria that several of the priority areas focus on increasing the effectiveness of publicity and outreach campaigns. Though traditional publicity and education activities can be effective in raising public awareness or providing information, their ability to foster actual behavior change is limited. As the success of these used oil programs depend upon people changing their behavior, an alternate “behavior-oriented” approach is given priority by the Board.

**Community-Based Social Marketing (CBSM)** utilizes social science research to understand people’s behavior and then work backward to select a particular tactic suited for affecting that behavior. CBSM strategies motivate people to adopt sustainable environmental behaviors more effectively than conventional marketing, perhaps because they are carried out at the community level and involve direct contact with people. Research indicates that we are most likely to change behavior in response to direct appeals or social support from others. CBSM strategies include soliciting personal commitment pledges that transform good intentions to action, using prompts to remind people to act sustainably and creating neighborhood behavioral norms to provide support for behavior change.

Additional scoring points will be given to applicants who demonstrate an essential need for the proposed project and focus on no more than two of the criteria listed below that they deem to be of highest priority in their jurisdiction.

1. Promote, through either CBSM or traditional marketing techniques, **further use of certified collection centers** and re-refined oil availability to the general public in such centers.
2. Promote, through either CBSM or traditional marketing techniques, **re-refined oil availability at marinas, marina supply stores, off-highway vehicle supply stores, agricultural and airport** oil distributors within their project area.
3. Establish a new program or expand an existing program to include **collection** of used oil and filters **from marinas, agricultural sources or underserved areas**.
4. Establish or expand a used oil collection program/facility; or establish or expand a **curbside** used oil and filter collection program; or **stormwater oil mitigation adjacent to commercial sites**.
5. Develop a used oil/filter recycling publicity education program using CBSM or traditional marketing techniques **targeting do-it-yourselfers (DIY), improper disposers and newcomers/immigrants**.

■ **ELIGIBLE COSTS**

**Costs must be directly related to the approved Grant project, identified in the Budget, and incurred during the Grant Term.**

- ◆ Expenses that provide an opportunity for the collection of used oil that would not otherwise exist.
- ◆ Costs, including materials, supplies, equipment and facilities must be related to the management of used oil, used oil filters, and/or stormwater pollution prevention programs related to used oil and oil byproducts.
- ◆ Overhead or indirect costs up to ten percent (10%) supported by a Cost Allocation Plan. These costs are expenditures not capable of being assigned and not readily itemized to a particular project or activity, but considered necessary for the operation of the organization and the performance of the program. The costs of operating and maintaining facilities, accounting services, and administrative salaries not directly related to Grant activities are examples of overhead and indirect costs.
- ◆ Costs must be reasonable, cost-effective, and focused on local needs as described in the application.

■ **INELIGIBLE COSTS**

Any costs not directly related to the approved Grant project are ineligible for Grant funding. These include, but are not limited to, the following:

- ◆ Costs incurred prior to or after the Grant Term;
- ◆ Costs currently covered by another CIWMB loan, Grant or Contract;
- ◆ Purchasing or leasing of land or buildings;
- ◆ Purchase of premiums that contribute to the Household Hazardous Waste (HHW) waste stream;
- ◆ Purchasing or leasing of vehicles by non-governmental agencies;
- ◆ Remediation;

- ◆ Mitigation as defined in Public Resources Code 48618.4 to include "...the prevention of stormwater pollution from used oil and oil byproducts and the reduction or alleviation of the effect of stormwater pollution from used oil and oil byproducts by means of action taken on public property. Mitigation includes the installation of devices and implementation of practices that prevent used oil and oil byproducts from causing stormwater pollution. **Mitigation does not include the cleanup or restoration of polluted areas.**"
- ◆ Enforcement activities;
- ◆ Overtime costs (except for local government staffing during evening or weekend events when law or labor contract requires overtime compensation);
- ◆ Out-of-state travel;
- ◆ Any food or beverages (e.g., as part of meetings, workshops or events);
- ◆ Cell phones, pagers, and Palm Pilots;
- ◆ Development of school curricula;
- ◆ Preparation of HHW Elements;
- ◆ Public education costs not directly tied to used oil collection or storm water oil pollution prevention;
- ◆ Profit or mark-up by the Grantee;
- ◆ Any costs that are not consistent with local, state, and federal guidelines and regulations; and
- ◆ Overhead in excess of ten percent (10%).

## II. GRANT APPLICATION REVIEW AND AWARD PROCESS

### ■ APPLICATION REVIEW

After the close of the application period, review panels consisting of CIWMB staff will be convened to evaluate applications using the Board approved Scoring Criteria. Applicants must attain at least 65 out of the 100 points possible to be eligible for funding.

The following is a summary of how the points are divided into two sections (general and program criteria). A more detailed description is included in Attachment 9.

<b>General Criteria</b>	<b>85 points</b>
• Need	20 points
• Goals and Objectives	10 points
• Work Plan	15 points
• Evaluation	10 points
• Budget	8 points
• Completeness, Experience & Support	7 points
• Recycled Content Policy	15 points
<b>Priority Program and Applicant Criteria</b>	<b>15 points</b>
• Priority program criteria --	12 points
Address no more than two criteria; each criterion is worth 6 points.	
○ Certified collection center focus	
○ Re-refined oil availability at alternate sites	



- Marinas, agricultural, or underserved collection
- Used Oil Facility, Curbside or Stormwater Oil Mitigation
- Target Do-It-Yourselfers, newcomers, or improper disposers
- Applicant did not receive a Grant Award during the last Opportunity Grant Cycle – OG6 (FY 01-02) 3 points

■ **PARTIAL FUNDING OF PROPOSALS**

The review panels may recommend partial funding of some or all proposals and will deduct ineligible costs.

■ **CIWMB AWARD OF GRANTS**

The Board is expected to consider the grant funding recommendations at its November 2003 Special Waste Committee and Board Meetings. All applicants will be advised by email of the Board's decision. The Board reserves the right to not award any or only a portion of the Opportunity Grant subject to funding availability.

Following the Board's approval of the Grant, the successful applicants will be mailed a Grant Agreement Form, Procedures and Requirements, and Terms and Conditions. These documents, along with the applicant's approved Budget and Work Plan comprise the Grant Agreement.

The signatory designated by the Applicant's Resolution will be required to sign the Grant Agreement Form and return the entire Grant Agreement to the CIWMB **within ninety (90) days** from the date of mailing by the CIWMB. In addition, the Grantee is required to pay all outstanding debts due to the CIWMB within that ninety (90) day time-period. (Check with your Accounting Office to determine if your jurisdiction has any outstanding CIWMB invoices resulting from unexpended Grant funds in previous cycles or other outstanding debt.) **If these two conditions are not met, the Grant may not be funded.**

■ **CIWMB PAYMENT FOR GRANT EXPENDITURES**

Grant funds are paid on a reimbursement basis for actual costs directly related to the implementation of the approved Grant activities outlined in the approved Work Plan. Detailed requirements for payment are included in the attached draft Exhibit A: Terms and Conditions and draft Exhibit B: Procedures and Requirements. **(These documents are subject to change without notice prior to award of the Grant.)**

### III. APPLICATION INSTRUCTIONS

These instructions are organized according to the order of each section you are required to submit with your application. Each section:

- Lists the item as it will appear in your Table of Contents;
- Notes the required attachment(s);
- Provides an estimate of the pages that may satisfactorily address the section;
- Summarizes the evaluation points available;

- Provides questions for you to answer in addressing the evaluation criteria; and
- Includes helpful hints or “tips” from previous Grant Cycles.

The format of this application is different from last year. Points may be deducted for things such as too many pages in the narrative, application not double-sided, boxes not checked, missing signatures, or an unclear proposal. *Double-check your application and make sure everything on the checklist (inside cover of this application) is included, and arranged in the order prescribed.*

- **COVER SHEET (Attachment 1)**

The Cover Sheet Form (Attachment 1) may be adapted to each applicant’s computer software; however, the **format must** include the same information. Instructions for completing the form are on the reverse side of the form.

- **TABLE OF CONTENTS**

The Table of Contents should indicate on which page each of the required items can be found. This provides a guide that makes it easier for the review panel to score your application.

- **RESOLUTION (Attachment 2a and 2b )**

The approved Resolution for a single and regional jurisdiction and all supporting documents for a regional program **must be received no later than November 3, 2003**. The Resolution may be specific to this Fiscal Year (FY) 2003/2004, or it may cover all authorized Grants for up to a maximum of five (5) years (i.e., fiscal years 2003/2004 through 2007/2008).

You must submit either:

- ♦ **2-a:** An approved Resolution from the applicant’s governing body which authorizes submittal of an application for the FY 2003/04 Opportunity Grant and identifies the **job title** of the individual authorized to execute all Grant documents necessary to secure Grant funds and implement the approved Grant Program. (see Sample Attachment 2-a); **OR**
- ♦ **2-b:** An approved Resolution from the applicant’s governing body which authorizes the submittal of Grant applications to the CIWMB for all available HHW or Used Oil Grants under the California Integrated Waste Management Act and California Oil Recycling Enhancement Act, for a period not to exceed five (5) years, and identifies the **job title** of the individual authorized to execute all Grant documents necessary to secure Grant funds and implement the approved Grant Program. (see Sample Attachment 2-b).

**Regional and Joint Powers Authority (JPA) Programs:** Multiple jurisdictions may join together to submit a regional application. A lead agency must be designated by the participating jurisdictions.

**Regional Lead:** The regional lead’s approved Resolution must include the information described in 2-a or 2-b above, and authorization to act as a lead for a regional program. In addition, the regional lead is responsible

for obtaining from the participating jurisdictions and providing to the CIWMB Grants Administrative Unit, preferably with the Grant application but no later than November 3, 2003, one of the Regional Participant authorization documents listed below.

**Regional Participant Authorization Document Options:** To be eligible to participate in a Regional Program, each regional participant must provide to the regional lead one of the following:

- A letter from the county administrator or city manager or person with program decision making authority stating that the jurisdiction wants to participate in the regional program **and authorizing the regional lead to act on its behalf as both applicant and Grant Administrator (see Attachment 8); or,**
- A Resolution from the participating jurisdiction's governing body stating that the jurisdiction wants to participate in the regional program **and authorizing the regional lead to act on its behalf as both applicant and Grant Administrator; or,**
- A copy of a Memorandum of Understanding **specifically for this Opportunity Grant proposal authorizing the regional lead to act on behalf of the jurisdiction both as applicant and Grant Administrator.**

**TIPS FOR RESOLUTIONS:**

*Select the designated signature authority carefully because only the person designated will be able to sign the Grant Agreement Form and Payment Request Forms. If the designated signature authority wishes to delegate his/her authority to sign documents related to the Grant, such as Payment Request forms, the Resolution must expressly authorize this. For example:*

*“The Director of the Happy Valley Solid Waste Management Authority, or his/her designee, is hereby authorized and empowered to execute in the name of the above named county.....”*

*To utilize this authority, **the Director must provide a signed letter stating the job title of his/her designee.** Otherwise, only the Director will be authorized to sign.*

**Regional and JPA Applicants:** *The regional lead's Resolution does not need to specifically identify the participants' names. The names can be provided in an attachment. The inclusion of the participants' names in the regional lead's Resolution does not take the place of the participant's authorization letters.*

## ■ **PROPOSAL NARRATIVE** (including Attachments 3, 4, 5 and 6)

Narrative must clearly and concisely describe and justify each task presented in the proposal. A well-prepared application will address each question briefly, but thoroughly, paying specific attention to each of the points listed in the Scoring Criteria. **The applicant is responsible for supplying sufficient detail for the review panel(s) to fully evaluate the proposal. You cannot assume the review panel(s) know anything about your organization or previous program experience.**

Attachments to support the proposal narrative are NOT included in the fifteen (15) page limit, and include:

- Work Plan Form (Sample in Attachment 3);
- Budget Itemization (Sample in Attachment 4);
- Summary of Used Oil and HHW Grants Form (Attachment 5); and
- Recycled-Content Purchasing Evaluation Sheet (Attachment 6).

Key sections are as follows, with **BOLDED** questions corresponding to criteria. The bulleted points under each question provides suggestions for information that might be included in a complete response to the bolded question.

### **1. NEED -- 20 Points** **(3-5 pages)**

This section represents twenty percent (20%) of the total available points for the application, so it is a critical section of the application and provides the foundation upon which your project is based.

Begin the section with a half page summary of the key elements of your proposed project. Then, address the questions below in the remainder of your narrative.

#### **What is the local or regional need for this project?**

- Who is your target population and why it was selected? What is the size of this population?
- What are current collection opportunities for this group? (Consider including map related to where your target population lives.)
- What outreach or education has been directed to this group before? What was learned from these efforts that will influence the design of your program?

Are there gaps in service availability that prevent your target group from properly disposing of used oil and oil filters?

- What are the barriers to properly disposing used oil for this group?
- What is the unmet need?
- What are the consequences for this target population if the proposal is not funded?

Are there surveys, pilot projects or studies to justify your approach and identified need?

- What insights are provided from surveys and studies that will apply to this project?
- Were those other studies local? If not, how do their results apply to your project?

**Are there compelling health and safety concerns that support the need for this program?**

- Have there been any related documented incidents of hazmat responses or other environmental clean-ups?

**EXAMPLE:** “Bob’s Auto Parts reported used motor oil dropped off overnight in front of his business sixteen times during the first quarter of 2002.”

- What are the environmental impacts of not funding the project? Are water sources, aquifers, etc. in jeopardy if the problem continues?

**How do current/previous projects relate to this one?**

- *Completion of the Summary of Used Oil and HHW Grants. (Attachment 5) requested under “Completeness” does not fulfill this section.*
- What lessons were learned during previous Grants that provide a justification for your approach in this Grant?

**EXAMPLE:** “With our OG5 funds, we sited used oil collection centers at two popular marinas. However, both sites are located in the northern part of the county. Subsequently, two new marinas were developed in the southern part of the county and we propose those as potential collection sites.”

- Were previous outreach efforts effective? If not, why? How will your project be different?

**TIPS FOR NEED:**

*No other section has as many points as this one with twenty percent (20%) of the total, so make sure every item is addressed thoroughly. It is impossible to design an effective program without identifying barriers and need. If the need is not well defined and supported, it is likely that your application will not be competitive.*

Speculation regarding need and/or barriers will not be scored highly. Use data!

*Your application should demonstrate not only that your proposal is based on need, but that your need is compelling.*

Include numbers and statistics relative to target population size; percentage of total population targeted; ethnicity; age distribution; median household income; number of single family homes; multiple family housing units; etc. Reference the following websites: [www.ciwmb.ca.gov/profiles](http://www.ciwmb.ca.gov/profiles) and [www.dof.ca.gov](http://www.dof.ca.gov) for the latest population statistics and demographics.

## **2. PRIORITY CRITERIA – maximum 15 points (1-2 PAGES)**

Following are five priority program areas (a-e). Of the five areas address no more than the **two** that **are the highest priority for your jurisdiction**. A maximum of twelve (12) points is available.

The sixth criteria (f) relates to the applicant, not the program proposed. Three (3) points are available.

### **PRIORITY PROGRAM CRITERIA -- 12 points**

#### **SELECT NO MORE THAN TWO (2) OF THE FOLLOWING:**

**a. Increased Use of Certified Collection Centers and Re-Refined Oil:** Promote, through either community-based social marketing (CBSM) or traditional marketing techniques, further use of certified collection centers and re-refined oil availability to the general public in those centers (e.g. fast lubes, auto parts stores, etc.).

- ♦ **What activities will be undertaken to further the general public's use of certified and non-collection centers?**
- ♦ **How will you work with re-refined oil distributors to promote re-refined oil availability in certified collection centers?**
- ♦ **Is the publicity and outreach strategy outlined, and does it address the barriers that prevent the general public from using the collection centers and/or purchasing re-refined oil?**
- ♦ **Is the combination of CBSM techniques chosen (e.g., personal commitment, prompts, incentives, personal contact, community norms, etc.) well matched to the barriers identified?**

**b. Re-Refined Oil Availability at Specialized Locations:** Promote, through either CBSM or traditional marketing techniques, re-refined oil availability at marinas, marina supply stores, off-highway vehicle supply stores, agricultural and airport oil distributors as applicable within their project area.

- ♦ **Does your application specify which specialized location is targeted?**
- ♦ **Is the publicity and outreach strategy outlined, and does it address the barriers that prevent clients from purchasing re-refined oil at the targeted locations?**
- ♦ **Is the combination of CBSM techniques chosen (e.g., personal commitment, prompts, incentives, personal contact, community norms, etc.) well matched to the barriers identified?**

**c. Marinas, Agricultural or Underserved Programs:** Establish a new program or expand an existing program to include collection of used oil and oil filters from marinas, agricultural sources or underserved areas.

- ◆ Does your application specify which group is targeted?
- ◆ Have you shown that the barriers preventing this population from properly disposing of used oil are well understood by your team?
- ◆ Do proposed activities address challenges related to specific needs such as language, culture, reservation or rancheria location, access, etc.?

**d. Used Oil Collection, Curbside Collection or Stormwater Oil Mitigation**

**Program:** Establish or expand a used oil collection program/facility; or establish or expand a curbside collection program for used oil and filters; or storm water oil mitigation for commercial sites (this may include cleaning surface oil from commercial parking lots, installation of devices such as storm drain inlet filters or vegetative cover adjacent to commercial sites, and implementation of stenciling or other publicity and education that prevents used oil and oil byproducts from causing storm water oil pollution.

- ◆ Have you stated which program you will establish or expand?
- ◆ If stormwater measures are chosen, have you documented why they are particularly well suited to preventing used oil and oil byproducts from causing stormwater pollution?
- ◆ If stormwater measures are chosen, have you targeted commercial sites and justified why they were selected?

**TIPS FOR STORMWATER:**

Refer to the *California Stormwater Best Management Practices Handbook* at [www.cabmphandbooks.com](http://www.cabmphandbooks.com).

*Focus stormwater oil mitigation on commercial properties and parking areas, as opposed to residential areas. Research conducted at University of California, Los Angeles, indicates that commercial properties and parking areas contained an oil and grease concentration nearly three times higher than runoff from residential property...the mass of oil/grease pollution per unit area for these types of land uses will typically be more than 10 times greater than pollution from open land or residential areas."*

**e. Do-it Yourselfers, Improper Disposers or Newcomers/Immigrants:** Develop a used oil/filter recycling publicity education program using CBSM or traditional marketing techniques targeting do-it-yourselfers, improper disposers and newcomers/immigrants.

- ◆ Have you described the targeted population and is it the highest priority for your jurisdiction?

- ♦ Is the publicity and outreach strategy outlined and does it address the barriers that prevent clients from properly disposing of used oil and filters?
- ♦ Is the combination of CBSM techniques chosen (personal commitment, prompts, incentives, personal contact, community norms, etc.) well matched to the barriers identified for the target group?

**TIP FOR NEWCOMERS AND IMMIGRANT PROGRAMS:**

*A January 2002 study by San Francisco State University revealed that 40% of California residents, including newcomers and immigrants who had lived in the United States 5 years or less, improperly disposed of their used motor oil. The percentage of residents illegally disposing of their oil increased to 43% when they lived in the US from 5 to 10 years.*

**PRIORITY APPLICANT CRITERIA -- 3 points**

**f. Not awarded during last cycle:** Applicant did not receive an OG award during the last cycle – OG6 (FY 2001 / 2002).

- ♦ Did you indicate whether you, or any participating jurisdiction in your regional application, did not receive funding in the last OG cycle (OG6)?

**3. GOALS AND OBJECTIVES - 10 points (1-2 pages)**

This section provides the structural framework or foundation for the development of activities in the Work Plan and should clearly describe what you wish to accomplish with Grant funding. It should link directly with both the Needs Section and the Work Plan.

- ♦ **Goals** are broad, yet feasible and attainable
- ♦ **Objectives** quantify your goals and include activities

**GOALS: What do you want to accomplish through this grant?**

**How does it relate to the need of your target audience?**

- ♦ What specifically will be accomplished?
- ♦ How does that relate to the identified need?
- ♦ Will the program make a significant step toward meeting the needs and removing barriers?

**EXAMPLES:**

- ♦ Increase current used oil collection opportunities by establishing a mobile collection program in the City.
- ♦ Decrease improper disposal of used oil by adding a curbside used oil collection program.



**OBJECTIVES: What activities will be conducted to meet those goals? How do they relate to the needs of your target audience? How will they be measured?**

- ◆ How much (estimated increase or gallons of used oil) will be collected with each activity?
- ◆ Have you determined the current level of activity so that the impact of the proposed program can be measure?
- ◆ To whom will each activity be directed?
- ◆ How many people will each activity serve?
- ◆ Are the objectives reasonable and significant given the needs of the target population?
- ◆ Do the activities and objectives relate to the need?

**EXAMPLES:**

- ◆ Increase the collection of used oil by 20% by sponsoring 12 events targeted at immigrant and do-it-yourselfer groups
- ◆ Decrease the improper disposal of used oil by 30% by establishing curbside collection program targeted at Do-It-Yourselfers and newcomers.

**TIP FOR GOALS:**

*Be realistic about what can be accomplished within the term of the Grant. If a Grant proposal is too optimistic, a large portion of the project may be unfinished at the end of the Grant Term and you will lose associated Grant funds.*

## **4. WORK PLAN – 15 points**

**(3-7 pages text)**

- ◆ **Work Plan**—see Sample in Attachment 3
- ◆ **Narrative**—Supplement the Work Plan providing a discussion of why activities were selected to address the need and how they will do so. Address the questions below in three to seven pages.

**Does the Work Plan demonstrate that activities can be achieved within the time and resources available?**

- ◆ Are the time frames realistic to accomplish each task?
- ◆ Can the project be implemented in approximately twenty-eight (28) months?
- ◆ Does each activity relate directly to a goal, objective and need?
- ◆ Are evaluation tasks included?

**Why are the proposed activities the best way to address the need?**

- ◆ Do the activities overcome the barriers identified that inhibit individuals from properly disposing of used oil?
- ◆ Have you considered a pilot program before you launch the entire program?

**What Staff or Consultants will carry out each activity?**

- ◆ Who will perform each task? Is back-up staff available?

**What products specifically will be used or produced? How will they be distributed?**

- ◆ Did you list what products will be produced and how many? (If no products will be produced, please indicate and note why.)
- ◆ Is it clear how products will be distributed?
- ◆ Are these products or materials needed to change the behavior of your target clients?

**How will other organizations be involved in this project? Who are they?**

- ◆ What is the role of each organization? What are they responsible for?
- ◆ Why were these organizations selected? (If other organizations will be involved, please indicate why.)
- ◆ What is their credibility with the target population?

**How will the project or program be funded after OG7 funds are expended?**

- ◆ Will you depend upon tipping fees, county funds, etc?
- ◆ Will this project be incorporated into the activities of your Block Grant program?

**INADEQUATE RESPONSE:** *"We will maintain this project with future Opportunity Grant funds."*

*(This response is inadequate because the Opportunity Grant is a competitive Grant and there is no guarantee of future funding.)*

**TIPS FOR WORK PLAN:**

*Activities must address each objective and goal, and must flow directly from need and/or barriers identified.*

*Specify which staff person (abbreviate title or include name) or contractor will be responsible for each activity.*

*Coordination and communication helps prevent reinventing the wheel. It also allows you to use the experience of those that have done similar projects and modify and improve upon them. Check out the clearinghouse and other information on the CIWMB website.*

*Grant funds can be used for a pilot project that forms the basis for the overall program. Pilots should be completed early enough in the term of the Grant Agreement to facilitate the rollout of a larger initiative.*

## **5. EVALUATION -- 10 points**

**(1-2 pages)**

Evaluation is a weak component of many proposals. While evaluation takes time and resources, it is an eligible activity. Evaluation documents program success and effectiveness. The CIWMB is very interested in incorporating lessons learned from each Grant into subsequent programs.

How will you evaluate and modify your project during implementation?

- ◆ What are your criteria for success for each major activity?
- ◆ What data will be collected? (e.g. number of events held, clients attending, premiums distributed, etc)

- ◆ How will you collect the data?
- ◆ Who will be responsible for the evaluation? What is their title and qualifications?
- ◆ Who will collect and analyze the data?
- ◆ What challenges are you likely to face and how will those be addressed?
- ◆ How will adjustments be made?

**How will you determine if your program had a positive effect on your audience?**

- ◆ What will be the criteria for success and how is it related to your goals?

INADEQUATE RESPONSE: “We know our program was successful because we gave away all 5,000 key chains.”

(This response is inadequate because it does not link to the criteria for program success or behavior change for the audience that will increase the quantity of used oil collected, etc.)

- ◆ Who will be responsible for the final evaluation? What is their title?
- ◆ Who will collect and analyze the data? What are their qualifications?
- ◆ Did your project change the behavior of your target audience?
- ◆ Are more people aware of their responsibilities towards used motor oil?

**What statistical tests or questionnaires to be used to determine success?**

- ◆ Why was this evaluation approach chosen and what do you hope to learn?
- ◆ How will you analyze the data to determine the final result of your project?
- ◆ Will questionnaires be used? How many questions are included?
  - How will questionnaires or surveys be administered?
  - What are the per capita or per gallon of oil costs for this project? Are they reasonable?

**What evaluation reports will be produced, how often and how will they be used?**

**TIPS FOR EVALUATION:**

*To assist you in your evaluation efforts refer to “Grant Management, Success With The Used Oil Recycling Program” guidebook. If you do not have a hard copy, you can request one from your Grant Manager. The guidebook can also be found on the Board’s website at <http://www.ciwmb.ca.gov/UsedOil/EvalGuide/>*

*Clearly and completely answering these questions adds a substantial number of total points to your score and is often the difference between a successful and unsuccessful application.*

**6. BUDGET -- 8 points**

**(1-2 pages text)**

For Budget Itemization—see the sample in Attachment 4. For the Narrative—address the questions below in one to two pages.

**Is an itemized cost breakdown associated with each activity, task or subtask included?**

- Have you used only the budget categories that are specified in the application instructions?
- Are any costs ineligible for OG grant funding?
- Did you explain the type of equipment or supplies to be purchased, such as “safety clothes/gloves”?

**Are all the costs and associated tasks outlined in the Work Plan?**

- Are all items and expenditures described in the grant narrative and/or Work Plan?

**Do quotes, estimates, or other documents support the costs you are claiming?**

- Does each major item listed on the expenditure itemization have a corresponding quote and/or supporting documentation?
- Are supporting documents numbered and arranged in the same order as listed in the expenditure itemization?
- If a quote lists more than one item, are applicable items highlighted?

**Is your proposal cost effective?**

- Did you describe what measures have you utilized to cut costs?
- Are you providing in-kind services or do you have volunteers helping with your project?
- Are you re-using materials from another source or building upon work completed in a previous project?

**Are costs for management, overhead and miscellaneous expenses clearly described and kept to a minimum?**

- Did you justify and explain all non-specific costs such as overhead?

**TIPS FOR BUDGET:**

*On the back of the sample included in Attachment 4 is an example of how a budget would be itemized. Remember, this may not apply directly to your program, but is included to give you an idea of the level of detail expected.*

*Round budget line items to the nearest whole dollar. Items less than fifty cents should be rounded down and those at fifty cents or more should be rounded up.*

*If your initial overhead or indirect rate exceeds ten percent (10%), double check to see if certain costs can be readily itemized to a particular project or activity and are they necessary for the operation of the organization and the performance of the program.*

*Time spent by a Manager or Supervisor performing an activity directly related to the execution of the grant (not supervision), such as chairing regional meetings, speaking at events, drafting program materials, etc. is a direct cost and should be charged to the appropriate activity. Any such activity must be clearly supported by appropriate documentation.*

*Make sure your overhead and indirect costs are supported by a Cost Allocation Plan approved by an appropriate Supervisor/Manager in your agency. It must identify program elements included in the overhead/indirect cost calculation. For example:*

*Total department indirect cost divided by total department direct cost base equals indirect cost rate.*

## **7. APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE -- 7 points** (half to one page text)

### **Are Appropriate Letters of Support included?**

- Do the letters of support from individuals, organizations, jurisdictions, etc. that would be served or affected by the proposed project demonstrate support for the project and need for the services?
- Have letters from organizations that are cooperating organizations mentioned in the Work Plan been included to demonstrate their support and level of involvement?
- Are specific activities for cooperating organizations cited in the Work Plan referenced in the letter(s)?

### **Is there Evidence of Experience and Ability to Coordinate activities?**

- Are staff and/or contractor technical qualifications sufficient to effectively complete each phase of the project described? (Include a summary of relevant experience. Resumes are NOT needed or required.)
- Is there evidence that staff have successfully managed government grant programs, including previous Used Oil or HHW grants?
- Is the completed Summary of Used Oil and HHW Grants form (Attachment 5 or reasonable facsimile) included?

### **Are all required forms and attachments included? Are they all signed or and boxes checked as appropriate?**

- Application Cover Sheet—signed and check box marked for environmental justice considerations
- Resolution – See Attachment 2a & 2b
- Work Plan Form – See Attachment 3
- Budget Itemization -- See Attachment 4
- Summary of Used Oil & HHW Grants – See Attachment 5
- Recycled Content Purchasing Evaluation Sheet – See Attachment 6
- Permit Checklist – See Attachment 7
- Letters of Authorization (if applicable)
- Letters of Support

### **TIPS FOR LETTERS OF SUPPORT:**

*Be sure to attach letters of support directly to your application. If they are sent to CIWMB Board Members, they may not be forwarded to the review team when evaluating your proposal. You may chose to “cc” the Board Members.*

*We encourage you to include letters that demonstrate need for your program.*

## 8. EVIDENCE OF A RECYCLED-CONTENT PURCHASING POLICY OR DIRECTIVE -- 15 points

Attachment 6

Complete the Recycled-Content Purchasing (RCP) Evaluation Sheet (Attachment 6.) You do not need to submit the policy itself as many have done in previous applications.

### **TIPS FOR RCP POLICY:**

The policy, as well as your purchasing policies and business practices, provide evidence of your jurisdiction's commitment to "closing the loop" and represents a pledge to use recycled content products, recyclable or reusable products, or other waste reduction measures where appropriate. A sample policy can be found at [www.ciwmb.ca.gov/buyrecycled/Policies/CIWMB.htm](http://www.ciwmb.ca.gov/buyrecycled/Policies/CIWMB.htm) for your reference, but you are not required to submit your policy for review.

*If your jurisdiction has been reluctant to adopt such a policy, now is the time! This section accounts for a significant number of points. A policy that has been adopted during the application period meets this requirement.*

## IV. GRANT ADMINISTRATION

The requirements for properly administering this grant will be fully set forth in the Terms and Conditions (Exhibit A) and the Procedures and Requirements (Exhibit B) of your Grant Agreement. As a courtesy, these Exhibits are provided in draft form. It is advisable for **both the program staff and the financial staff** of your jurisdiction to review these documents **BEFORE** submitting the grant application. **Please note: these documents are subject to change without notice prior to the grant award.**

- Exhibit A: Terms and Conditions
- Exhibit B: Procedures and Requirements

## v. ATTACHMENTS

Attachment 1	Cover Sheet
Attachment 2-a & b	Sample Resolutions
Attachment 3	Sample Work Plan Form
Attachment 4	Sample Budget Itemization
Attachment 5	Sample Summary of Used Oil and HHW Grants
Attachment 6	Recycled Content Purchasing Evaluation Sheet
Attachment 7	Permit Checklist
Attachment 8	Sample Letter of Authorization
Attachment 9	CIWMB Grant Scoring Criteria